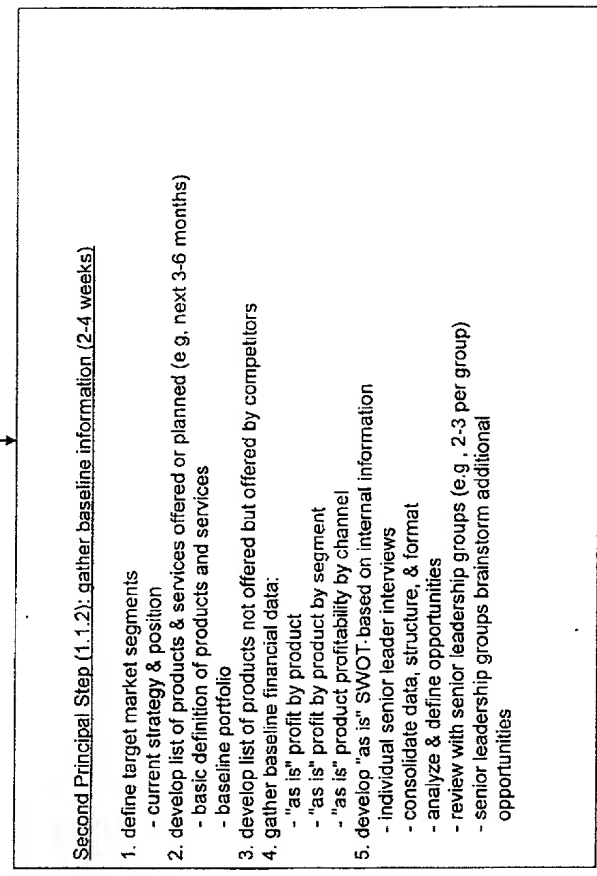


basic stage

steps

tools used in analysis

(from FIG. 1A)



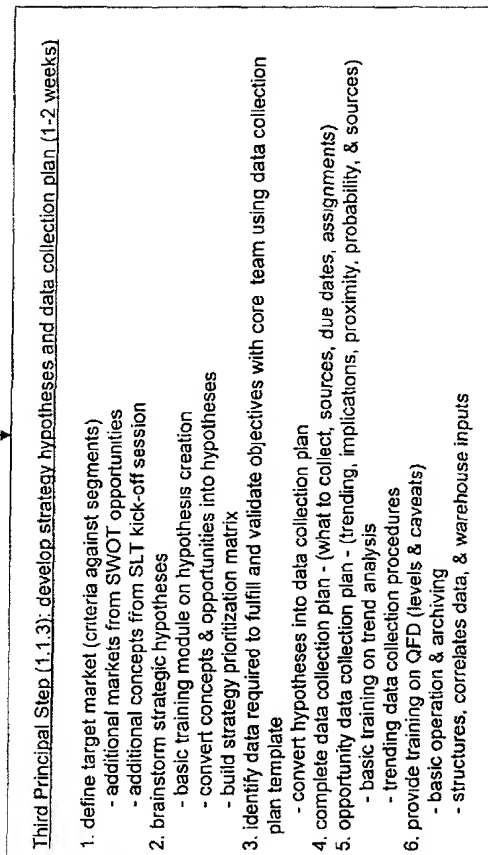
First Stage (1.1):
charter strategy
and develop data
collection plan

(to FIG. 1C)

FIG. 1B

basic stage

tools used in analysis



First Stage (1.1):
charter strategy
and develop data
collection plan

- hypothesis template
- basic data collection plan
- strategy prioritization tool
- opportunities collection template

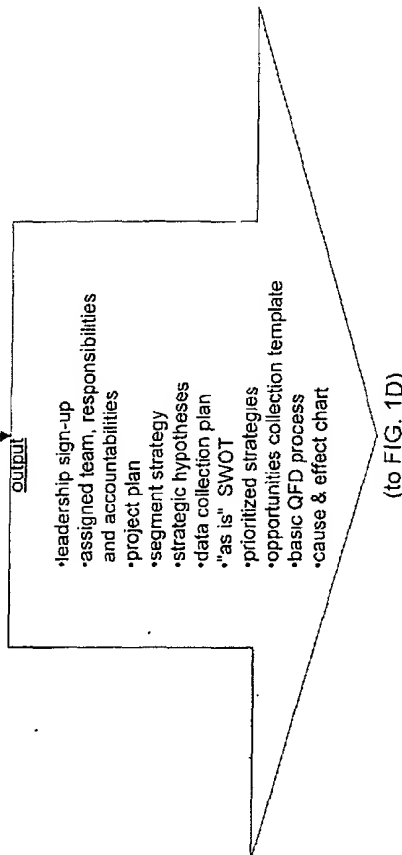


FIG. 1C

basic stage

tools used in analysis

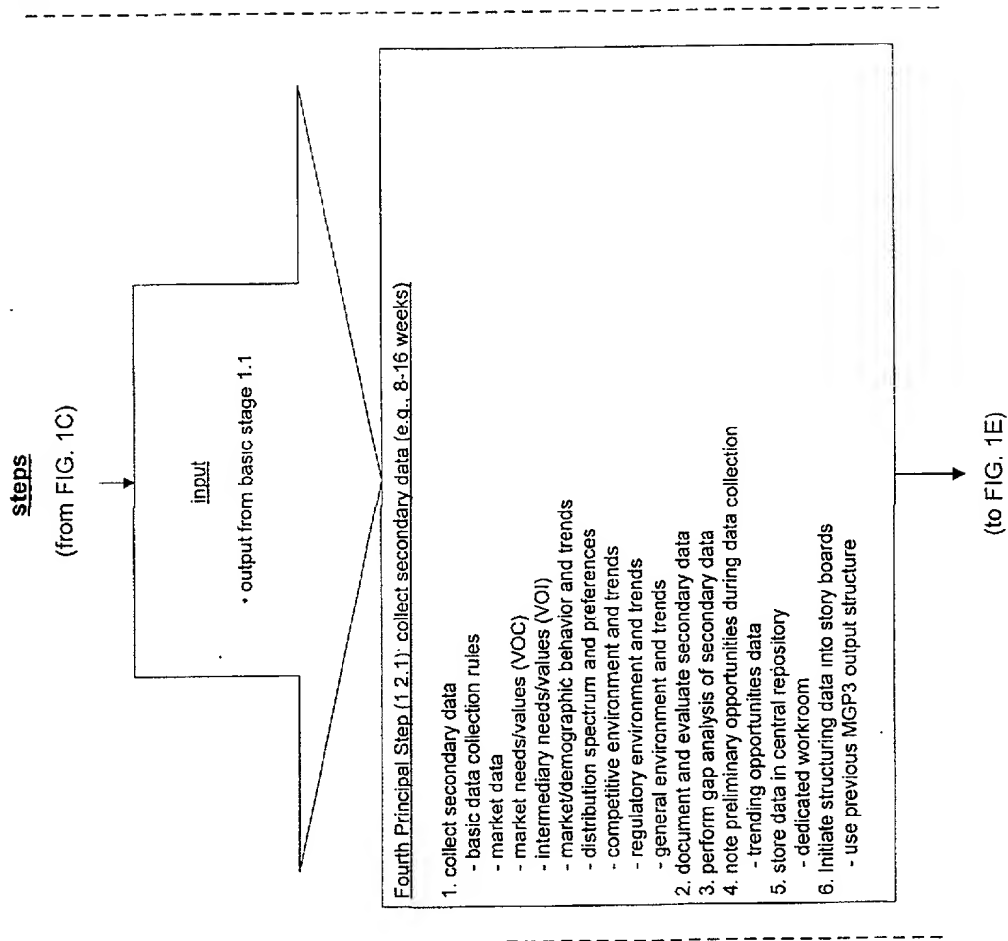
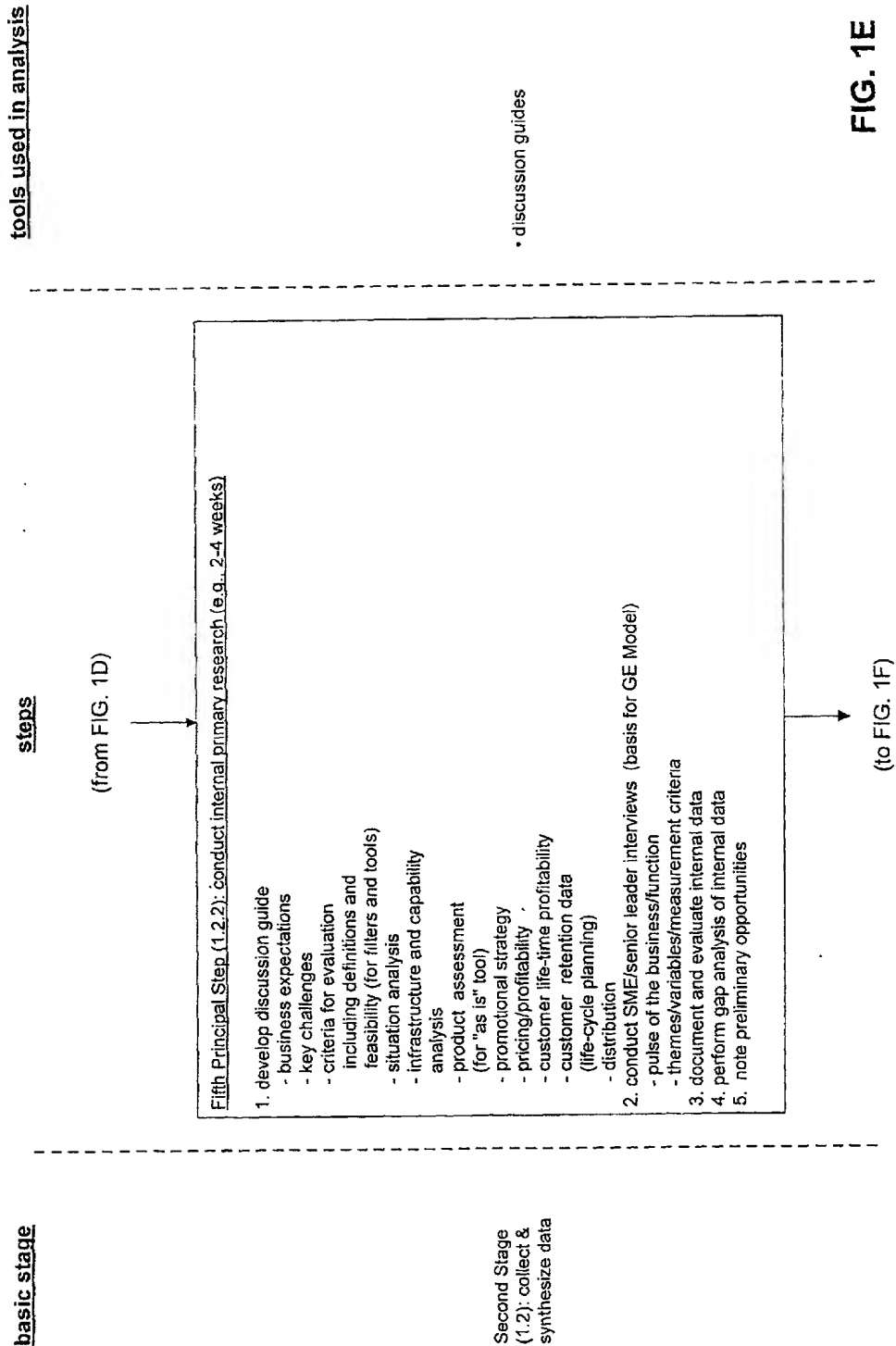
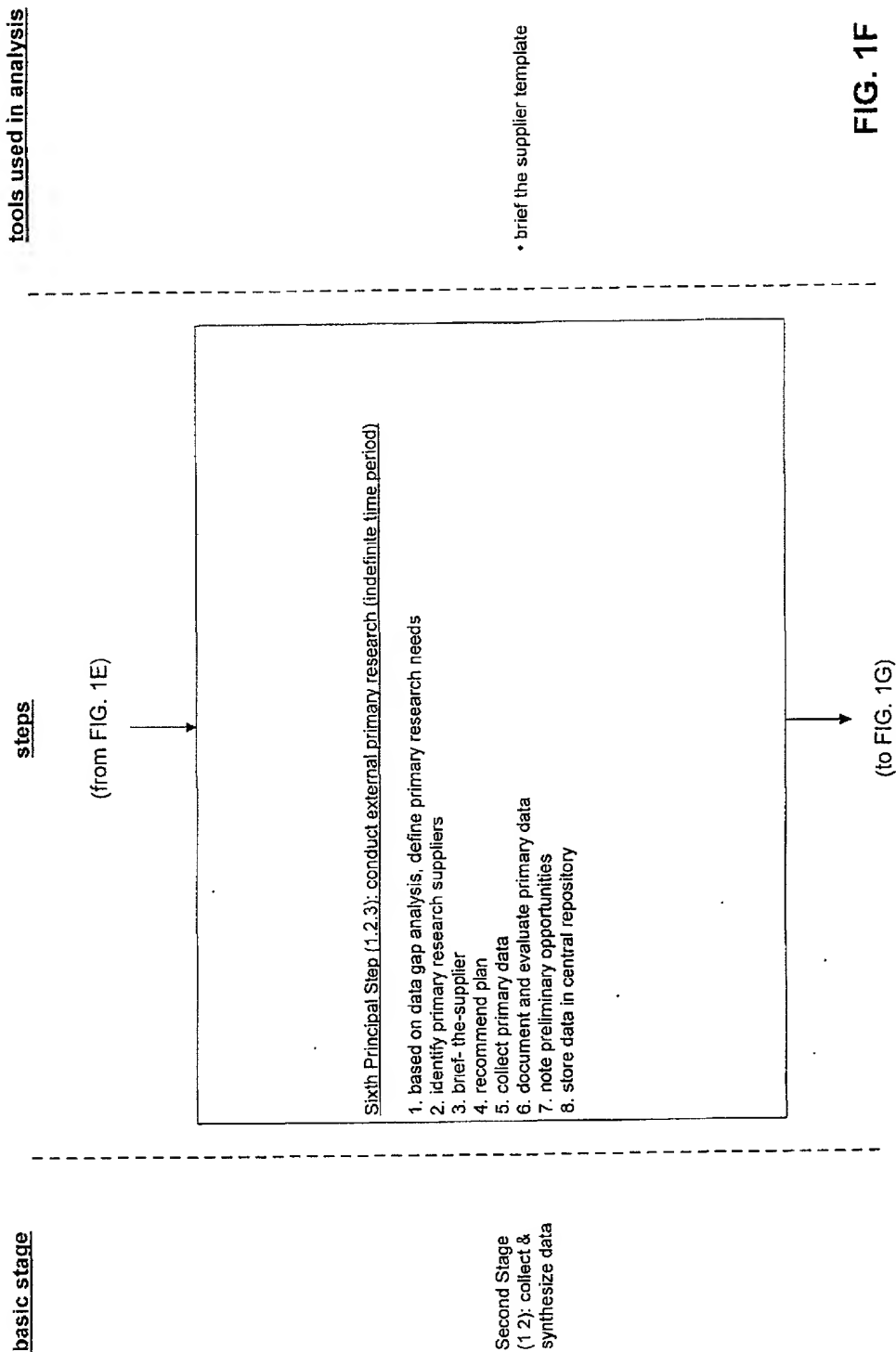
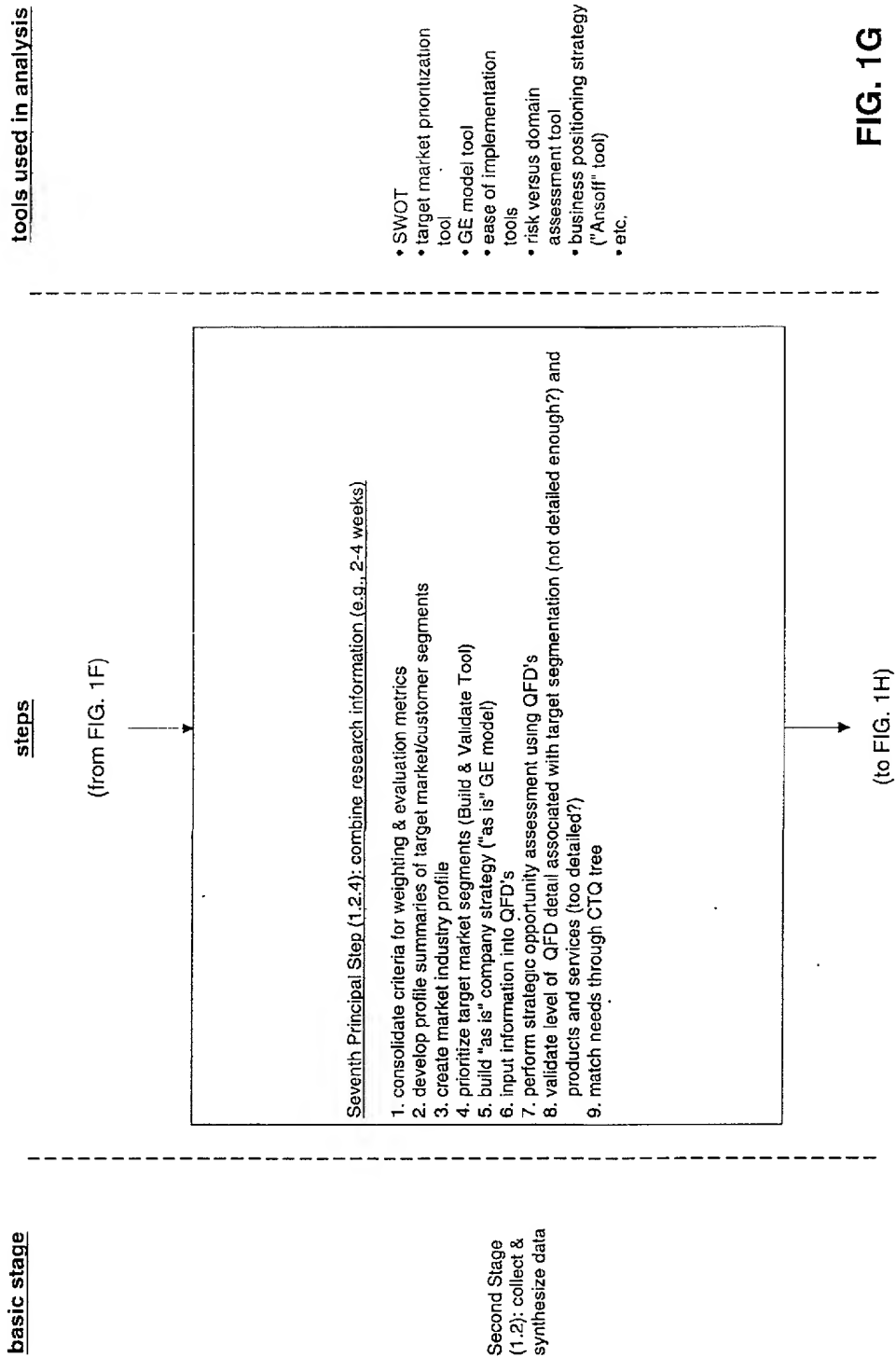


FIG. 1D







basic stage

tools used in analysis

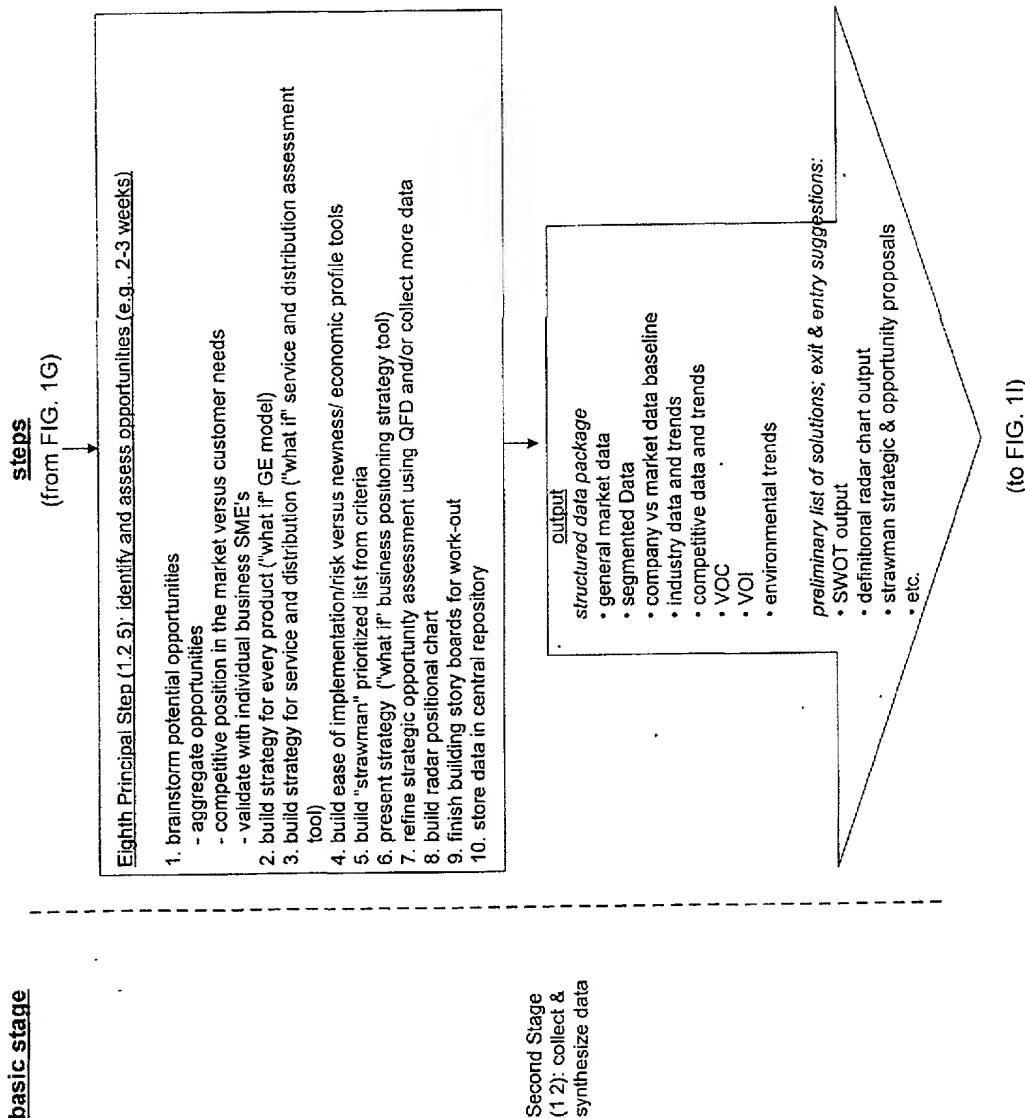


FIG. 1H

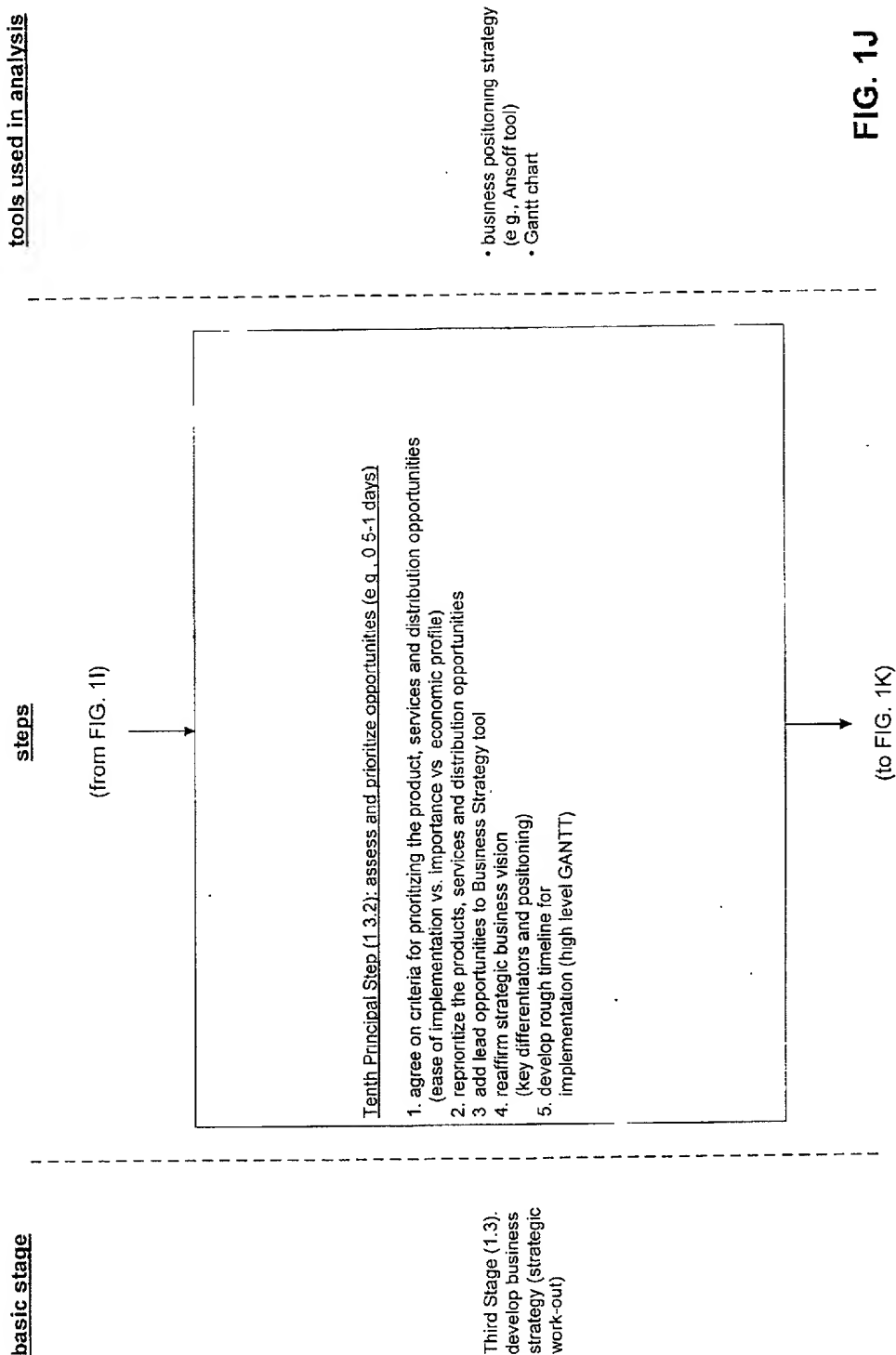


FIG. 1J

basic stage

tools used in analysis

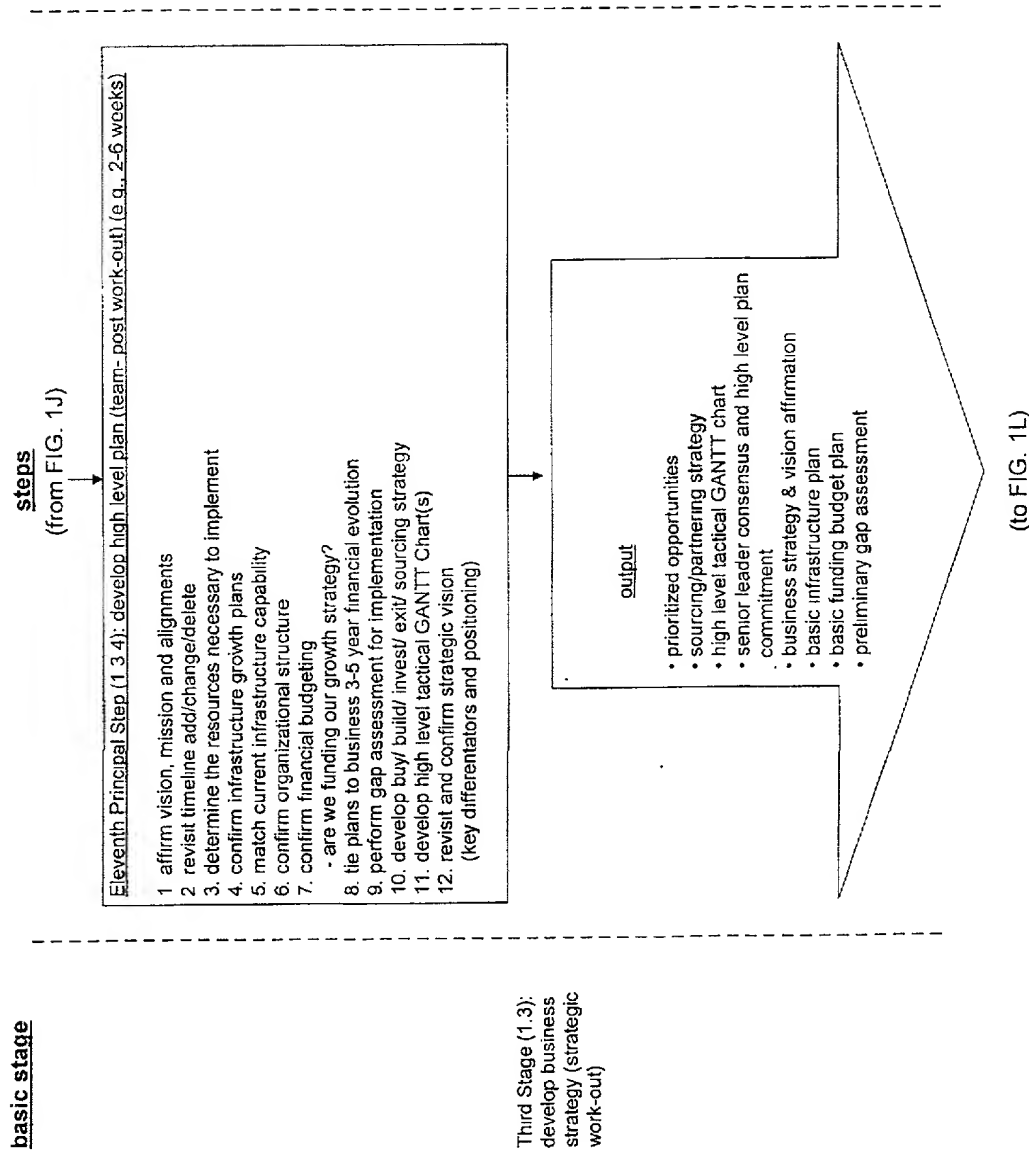
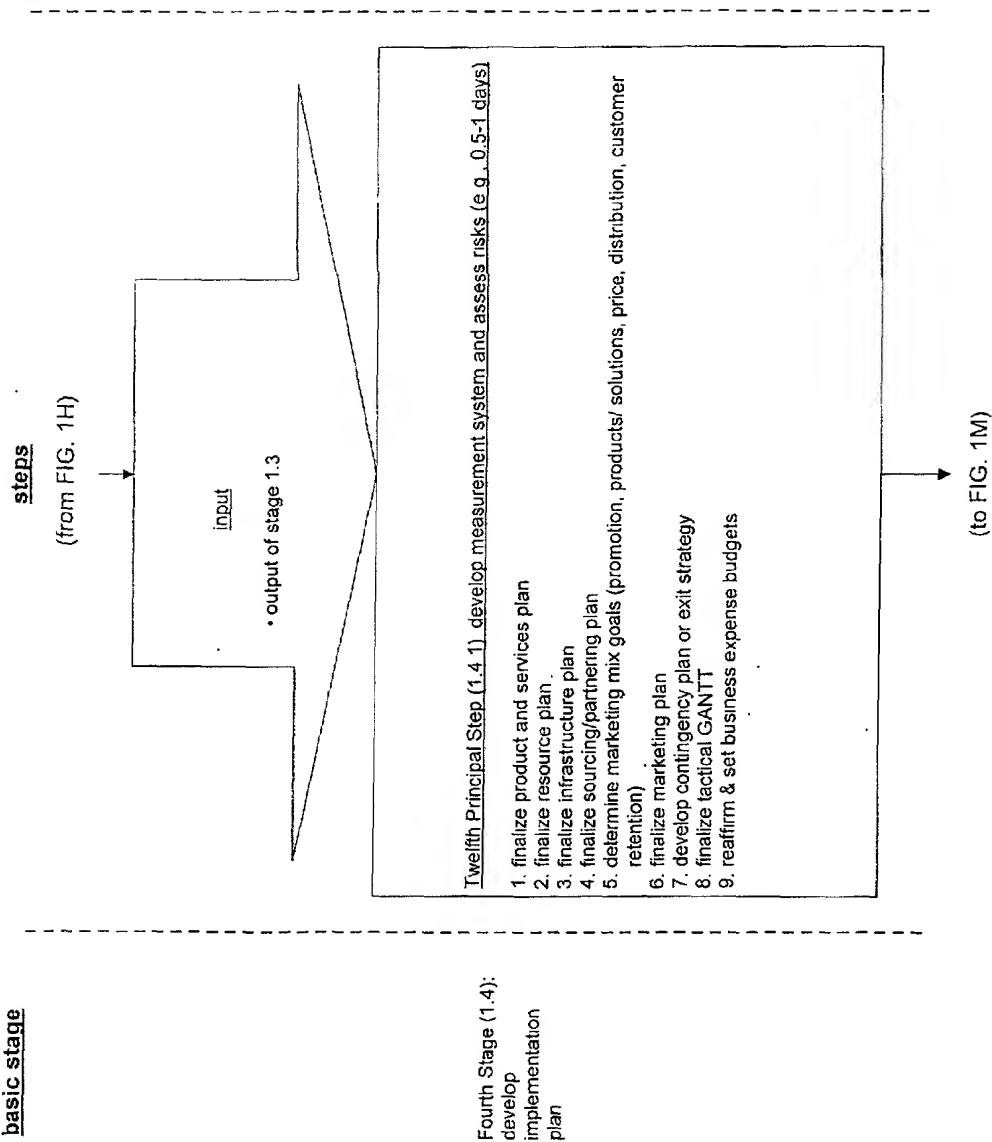


FIG. 1K

basic stage

tools used in analysis



basic stage

Fourth Stage (1 4):
develop
implementation
plan (tactical work-
out)

tools used in analysis

- Ansoff model
- CAP assessment tools

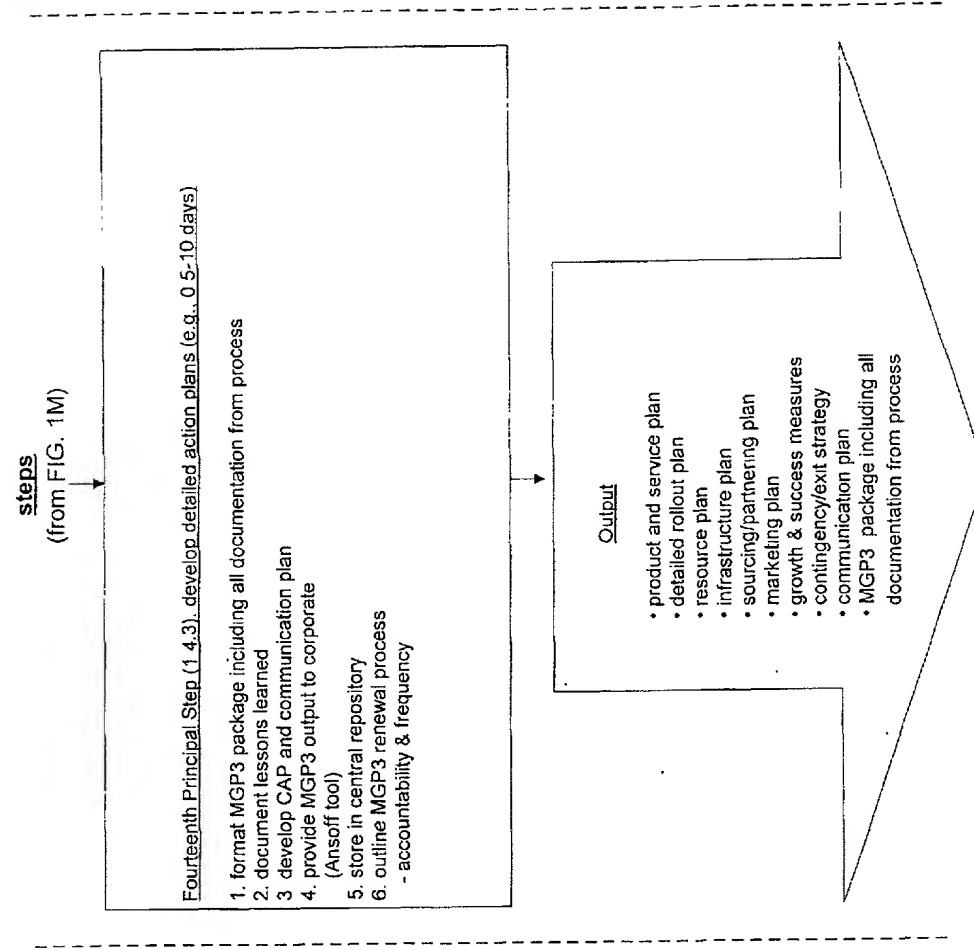


FIG. 1N

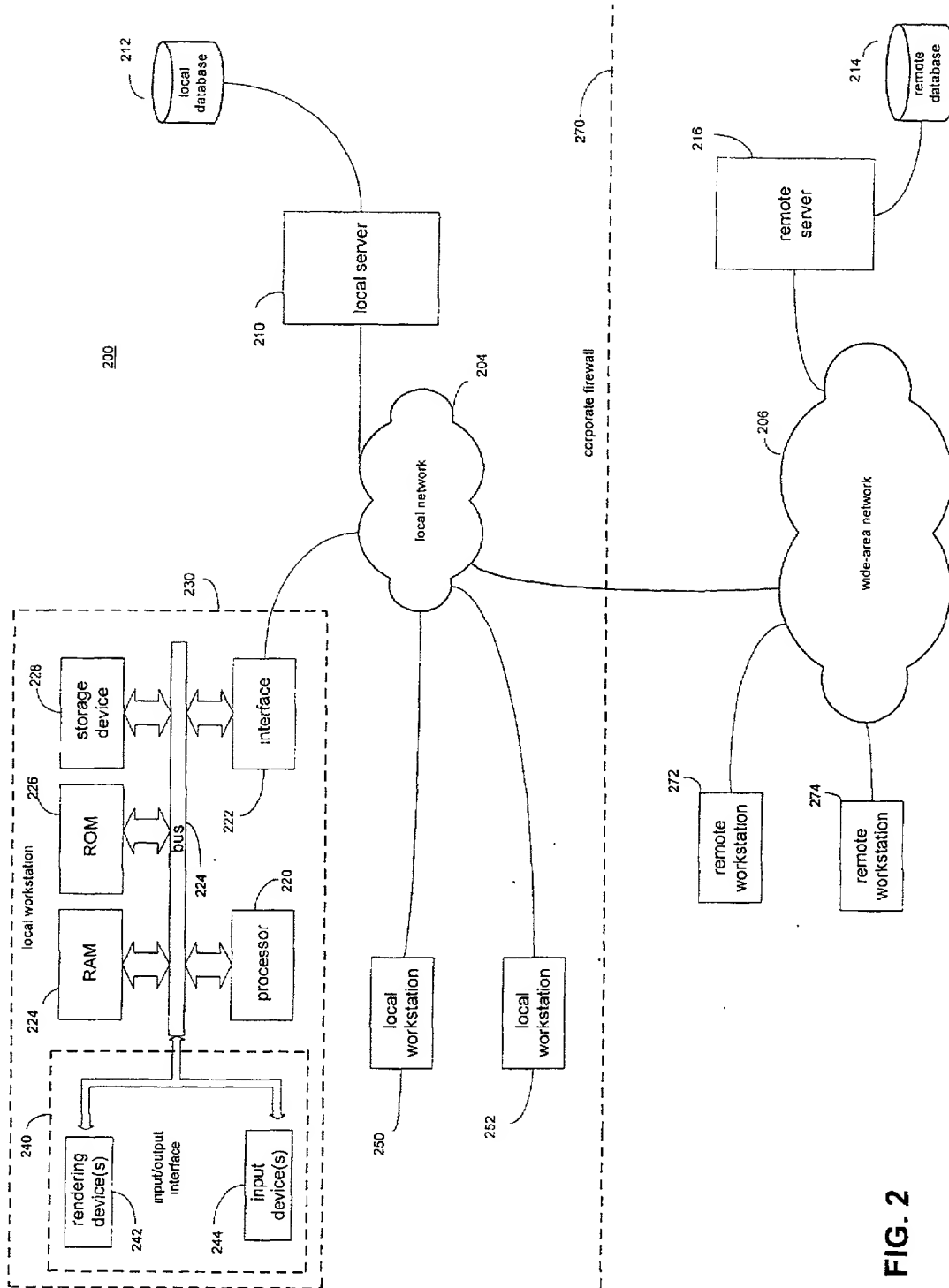


FIG. 2

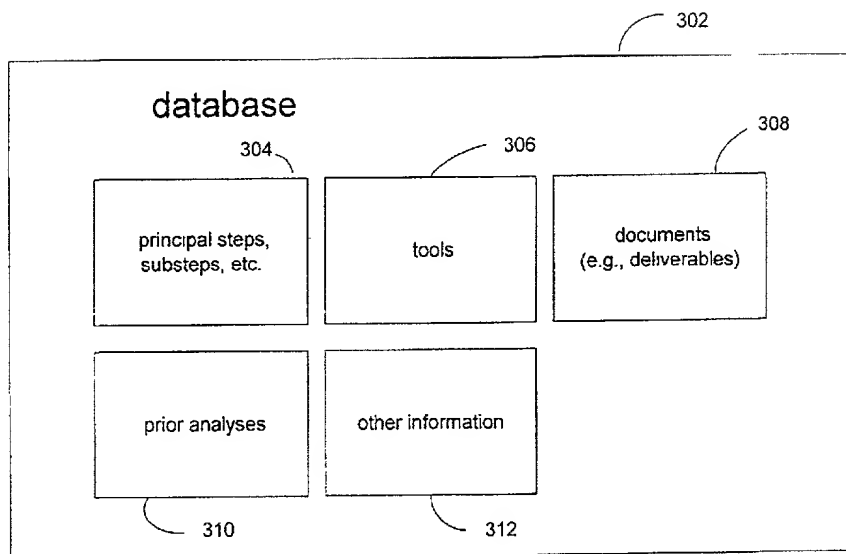


FIG. 3

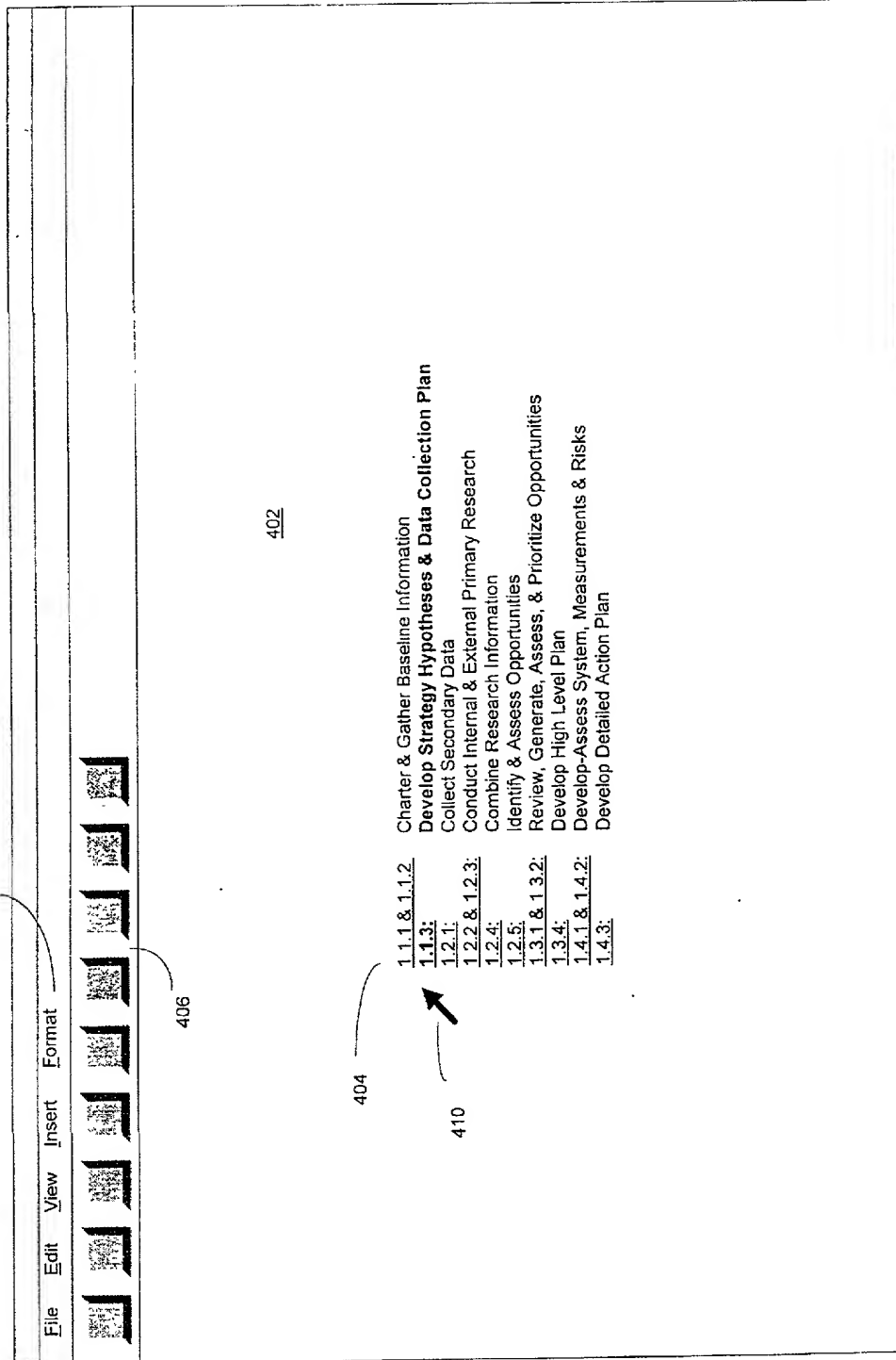


FIG. 4

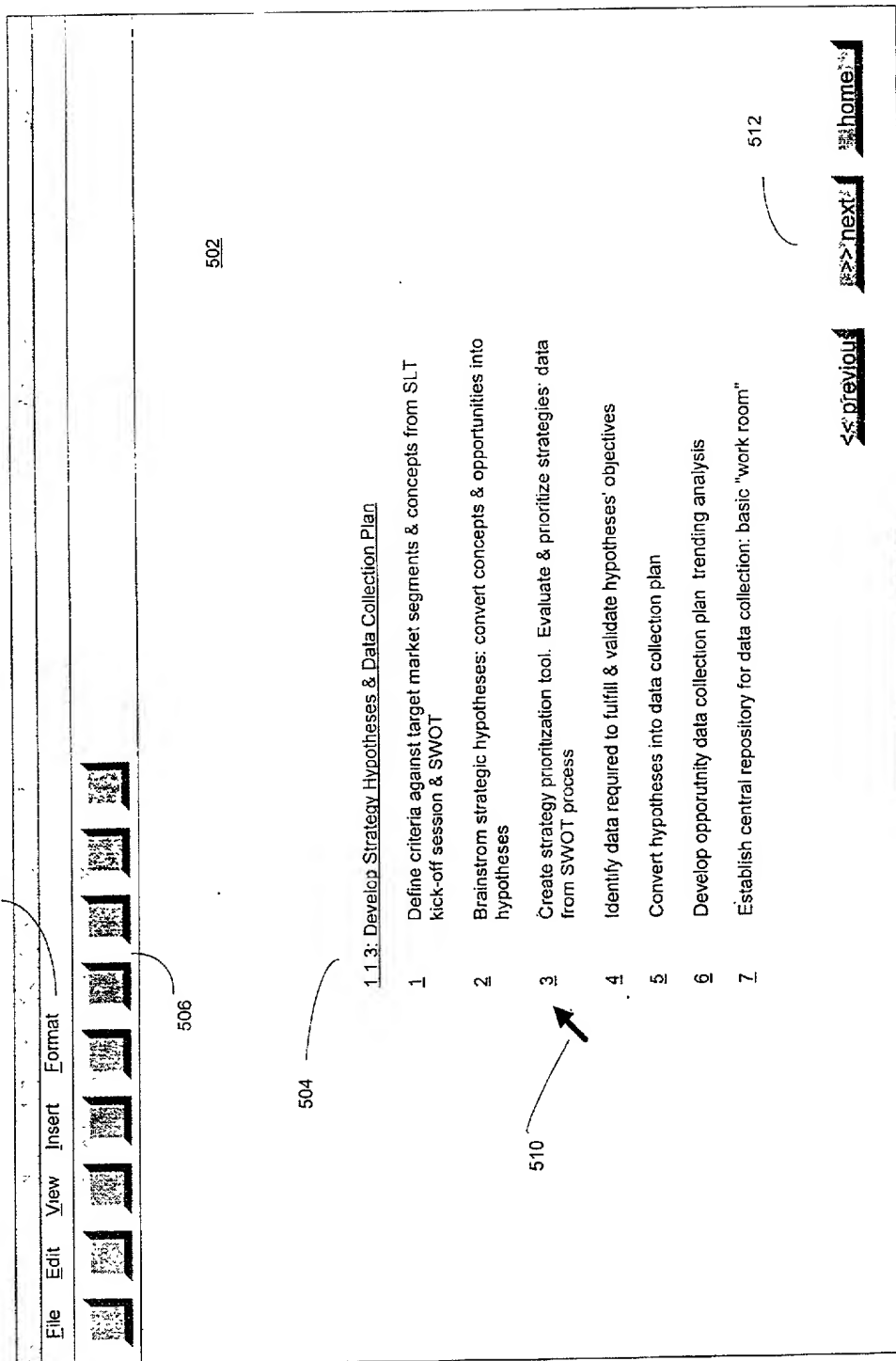
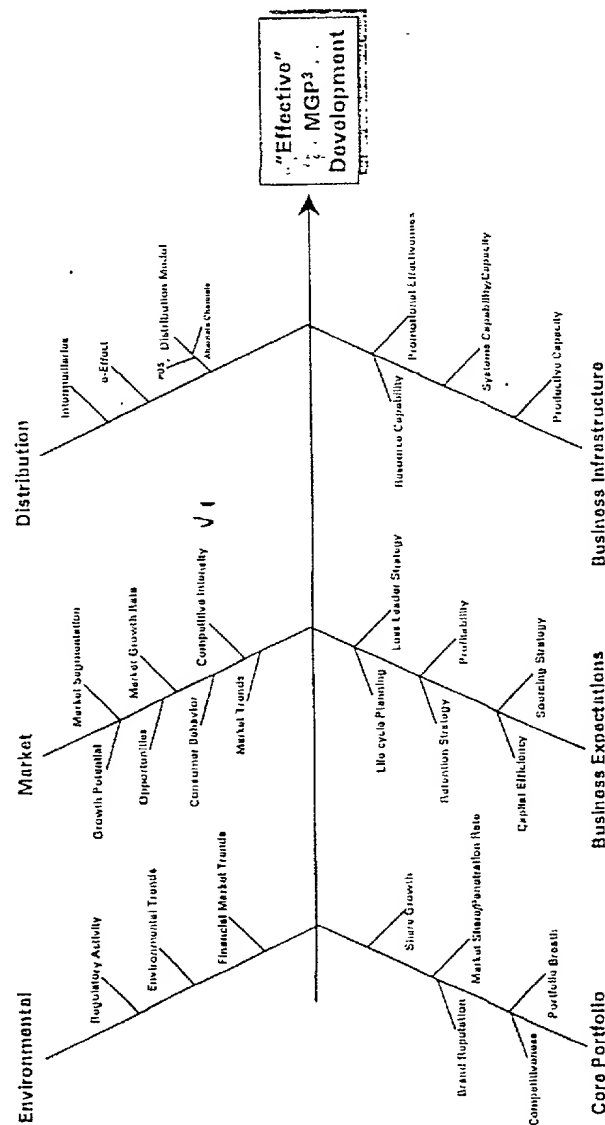


FIG. 5

[illegible]

FIG. 6



Page 93 of 106

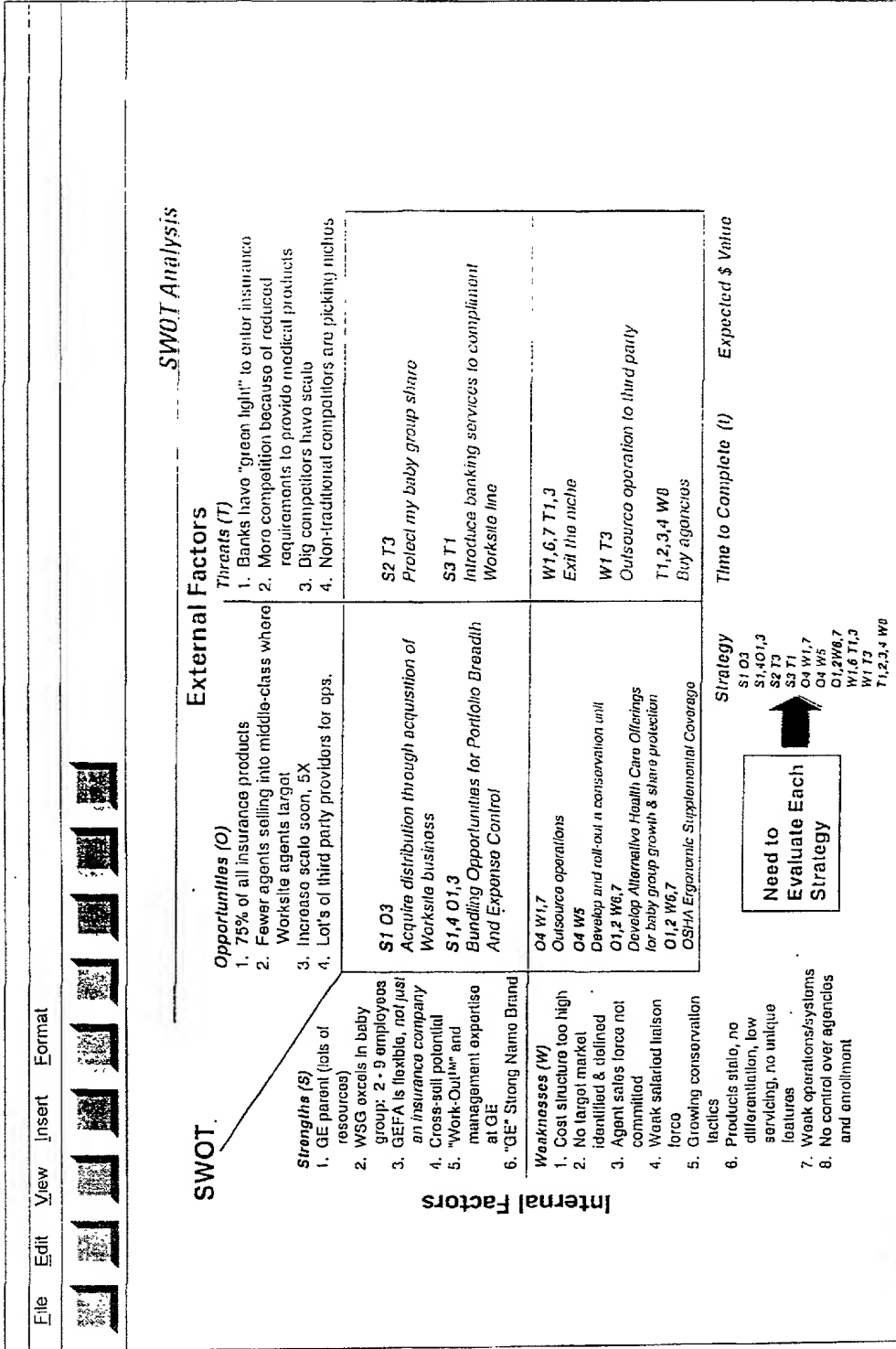


FIG. 8

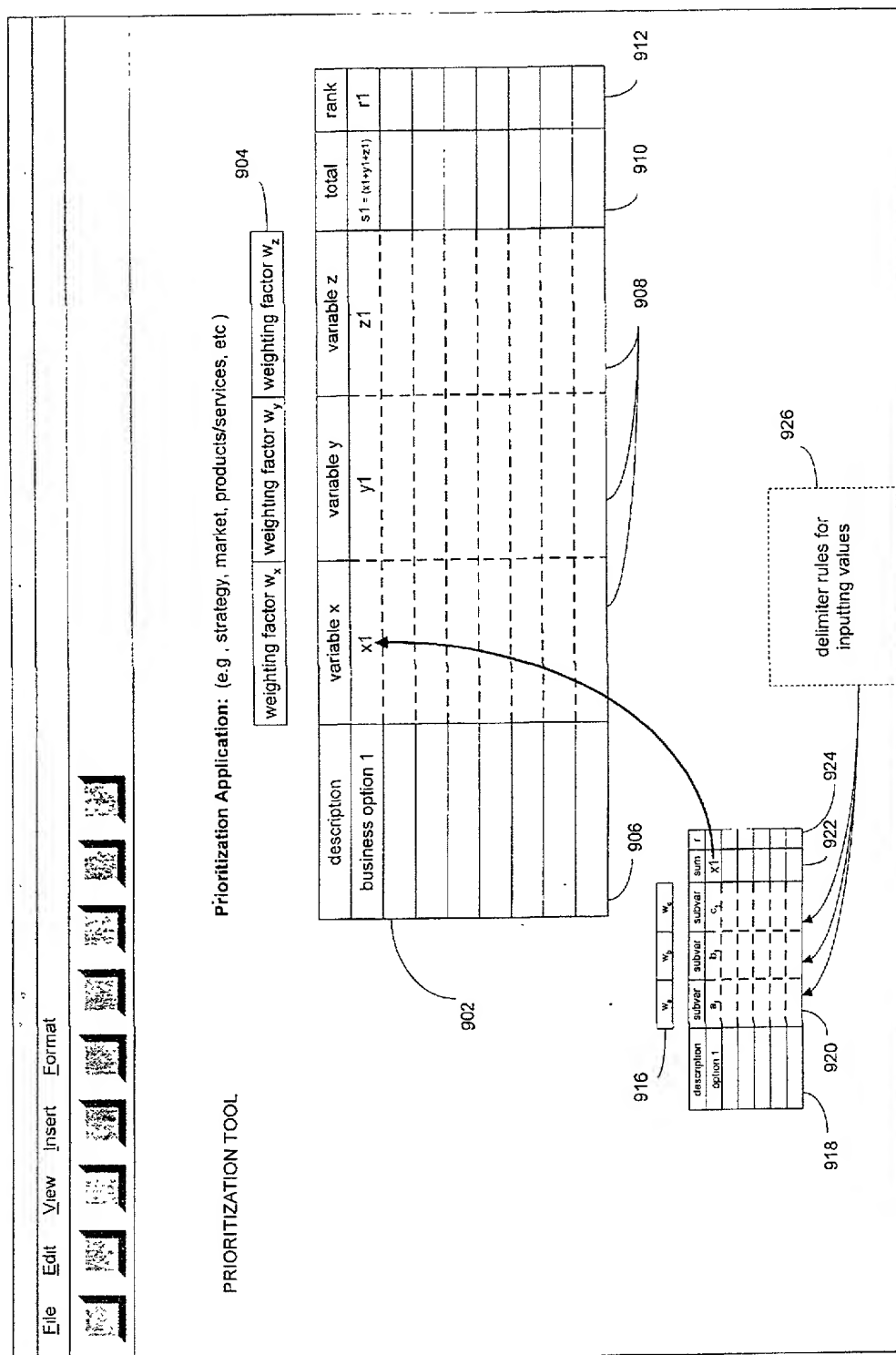


FIG. 9

Target or Served Market Prioritization Matrix for MGP³

Market Description	Relative Rating Factor Weightings*				TOTAL	Relative Rank
	7	3	3	10		
	2	1	1	3		
- Key Variables** -						
Market Description	Market Potential (Growth Rate, Size...)	Expansion Potential (Expanded Platform, Portfolio Fit...)	Business Risk	Profit Potential (Net Income, ROE, TYP...)	TOTAL	Relative Rank
Super Affluent	3.1	3.3	3.1	2.8	69	
Affluent	3.4	4.3	3.6	3.4	81	
Emerging Affluent	3.5	5.0	3.2	3.6	85	
Secure Mature	3.4	4.3	3.7	3.8	86	
Middle Market	3.5	3.3	3.3	3.0	74	
Low-Middle Market	2.9	2.7	3.0	2.8	65	
Low Net Worth	2.3	1.0	2.8	1.8	45	
Accumulators	3.5	2.3	2.7	2.6	65	
Pre-retired	4.3	4.0	3.5	3.8	91	
Younger Retired	4.3	4.3	3.7	3.8	92	
Older Retired	3.3	3.3	3.3	3.0	73	
Widowed	3.2	3.3	2.8	3.0	71	
African Americans	2.1	1.3	3.0	2.6	53	
Asian American	3.2	2.6	2.8	3.4	73	
Hispanic	2.5	2.0	2.3	2.6	56	
Female	4.7	4.0	3.2	3.2	80	
	0.0	0.0	0.0	0.0	0	
TOTAL SUM	53.2	51	49.55	49.2		

Theoretical Maximum = 115

Theoretical Minimum = 23

* Rating Factors Are rated on a scale of 1-10: 1 = Least Important; 10 = Most Important Criteria

** Variable values are rated on a scale of 1 to 5. 1 = Least Favorite, 5 = Optimal

FIG. 10

Target Market Prioritization Matrix - Market Potential

Relative Rating Factor Weightings*			
0.3	0.1	0.6	
2	1	4	

- Key Variables** -

Market Description	Market Size	Growth Rate or Potential	Opportunity (Penetration Multiplier)	TOTAL	Rank
Super Affluent	1	4	4	31	
Affluent	2	4	4	34	
Emerging Affluent	2	5	4	35	
Secure Mature	2	4	4	34	
Middle Market	5	2	3	35	
Low-Middle Market	5	2	2	29	
Low Net Worth	5	2	1	23	
Accumulators	5	2	3	35	
Pre-retired	5	4	4	43	
Younger Retired	3	4	5	43	
Older Retired	4	3	3	33	
Widowed	4	2	3	32	
African Americans	4	3	1	21	
Asian American	2	2	4	32	
Hispanic	3	4	2	25	
Female	5	2	5	47	
TOTAL	57	49	52		

* Rating Factors Are rated on a scale of 0-1 with the sum adding to one: lower decimal = Less Important, higher decimal = More Important Criteria
 ** Variable values are rated on a scale of 1 to 5. 1 = Least Favorite, 5 = Optimal

Criteria:	Market Size (Known or Anticipated)	Opportunity
1 = < 1% of population (small), < 1MM Households	1 = Under penetrated by GEFA vs total US market by >25% low disposable income, low market need	1 = Under penetrated by GEFA vs total US market by >25% low disposable income, low market need
3 = 5% of population (medium), 5 MM Households	3 = Moderate to average penetration relative to competition, disposable income market need	3 = Moderate to average penetration relative to competition, disposable income market need
5 = > 10% of population (large), > 11 MM Households	5 = Over penetrated by GEFA vs total US market by >25%, high disposable income, high market need, or no penetration by any competitor - new or untapped market	5 = Over penetrated by GEFA vs total US market by >25%, high disposable income, high market need, or no penetration by any competitor - new or untapped market
Growth (3-Year Projection)		
1 = < 5% (small), declining, flat or stagnant		
3 = 10-15% (medium)		
5 = > 25% (large), excellent to explosive		

FIG. 11

Target Market Prioritization Matrix - Expansion Potential

Relative Rating Factor Weightings*	
0.7	3
0.3	1

Market Description	Expands Platform or Complements Customer Base	Brand/Image/Strategic Fit	TOTAL	Rank
Super Affluent	3	4	33	
Affluent	4	5	43	
Emerging Affluent	5	5	5	
Secure Mature	4	4	43	
Middle Market	3	4	33	
Low-Middle Market	3	2	27	
Low Net Worth	1	1	1	
Accumulators	2	3	23	
Pre-retired	4	4	4	
Younger Retired	4	5	43	
Older Retired	3	4	33	
Widowed	3	4	33	
African Americans	1	2	13	
Asian American	2	4	26	
Hispanic	2	2	2	
Female	4	4	4	
			0	
TOTAL	48	58		

* Rating Factors Are rated on a scale of 0-1 with the sum adding to one: lower decimal = Less Important, higher decimal = More Important Criteria
 ** Variable values are rated on a scale of 1 to 5: 1 = Lowest, 5 = Optimal

Criteria:

- Expands Platform**
 1 = Low potential or fit with current & planned portfolio. Non-Complementary; little or no expansion foreseen.
 3 = Moderate potential. Moderately complementary; will expand product/service production 10-15%.
 5 = High potential for expanding market breadth, total sales expansion >20%. Highly complementary to existing customer base or strong fit with current or planned portfolio
- Brand/Image/Strategic Fit**
 1 = Weak strategic fit. Low brand awareness/ weak image (15% lower than average). Will have marginal to no impact on the brand/image.
 3 = Moderate strategic fit. Moderate brand awareness/image (4-5% average). Will have moderate impact on the brand/image.
 5 = Strong Strategic fit. High brand awareness/image (15% above total average). Will have positive impact on brand/image

FIG. 12

Rolling Factors are rated on a scale of 0-1 with the sum adding to one; lower decimal = Less important, higher decimal = More important. Cilliora
 ** Variable values are rated on a scale of 1 to 5; 1 = Least Favorite, 5 = Optimal

Criteria:	Competitive Environment	Barriers	Market Knowledge	Controllability
1 - Many strong competitors (regarding the market) (2+)	1 - Many strong competitors (regarding the market) (2+). Competitive value or unsustainable position.	1 = High barriers to entry (e.g., capital investment required (>\$1 billion). Difficult to market/test).	1 = No previous market experience or extensive learning curve for partner/unfamiliar market.	1 = High regulatory, extensive complex tax structure. High potential for solvability problems. Focus/Activity won't pass this WSJ test.
3 - 5-10 top-tier competitors targeting the market. GEFA's position is dominant (B-3). Weak position (A-2).	3 - 5-10 top-tier competitors targeting the market. GEFA's position is dominant (B-3). Weak position (A-2).	3 = Moderate barriers to enter or exit. Moderate level of capital investment required (\$250-500M). Requires moderate effort to market or sell.	3 = Partial or incomplete market experience, limited market understanding.	3 = Average/normal regulatory restrictions and activity. Ambivalent response to WSJ test.
5 - Few or no strong competitors targeting the market (B-3). GEFA's position is dominant (A strong position is A-4).	5 - Few or no strong competitors targeting the market (B-3). GEFA's position is dominant (A strong position is A-4).	5 = Easy entry. Little capital investment required (<\$100M). Easy to market/test.	5 = Significant market experience or market is well understood.	5 = Extremely low potential for any negative impact on tax complications. Federal activity would enhance margin by the WSJ test.

FIG. 13

Target or Served Market Prioritization Matrix - Profit Potential

Relative Rating Factor Weightings ¹	
0.2	0.2
0.5	1

- Key Variables²

Market Description	ROA Impact (Improves, -Level, or Reduces Earning)	ROE Impact (Improves, -Level, or Reduces Earning)	Ramp Rate (Production per 100,000, and 100,000)	Time-to-Profit (1, 3, or 5 years)	TOTAL	Rank
Super Affluent	3	3	2	3	2.0	
Affluent	3	3	5	3	3.4	
Emerging Affluent	4	4	3	3	3.6	
Secure Mature	4	4	4	3	3.8	
Middle Market	3	3	3	3	3	
Low-Middle Market	3	3	2	3	2.8	
Low Net Worth	2	2	1	2	1.8	
Accumulators	3	3	2	2	2.6	
Pro-retired	4	4	4	3	3.8	
Younger Retired	4	4	4	3	3.8	
Older Retired	3	3	3	3	3	
Widowed	3	3	3	3	3	
African Americans	3	3	2	2	2.6	
Asian American	4	4	2	3	3.4	
Hispanic	3	3	2	2	2.6	
Female	3	3	4	3	3.2	
TOTAL	0	52	46	44	0	

1 Rating Factors Are rated on a scale of 0-1 with the sum adding to one: lower decimal = Less Important; higher decimal = More Important Criteria
2 Variable values are rated on a scale of 1 to 5, 1 = Least Favorite, 5 = Optimal

Criteria: **ROE Impact (6-9 years)**
 1 = < 5% or diminishes relative to current portfolio
 3 = 9-13% or maintain current portfolio average
 5 = > 20% or increases current portfolio average
 * Assume maximum unlevered target ROE value attained for assumed mix
Ramp Rate
 Life: 1 = < \$10 million production or < 500 sales the first year < \$25 million production or < 1,500 sales in 3 years
 3 = \$25 million production or 1,500 sales the first year, \$50 million production or 2,500 sales in 3 years
 5 = > \$50 million production or 2,500 sales in first year > \$150 million production or > 7,500 sales in 3 years
 Annuitized: 1 = < \$10 million production or < 500 sales the first year < \$25 million production or < 1,500 sales in 3 years
 3 = \$10 million production or 1,000 sales the first year, \$250 million production or 2,500 sales in 3 years
 5 = > \$200 million production or 5,000 sales in first year > \$500 million production or > 10,000 sales in 3 years
 or
ROA Impact (1 Year Average Basis)
 1 = < 25 bps or diminishes relative to current portfolio
 3 = 50-75 bps or maintain current portfolio average
 5 = > 125 bps or increases current portfolio average
 *** Assume annualized pre-tax target ROA attained where ROA = (Pre-tax operating margin)/(One year average invested Assets), no P-910 assumptions or cost of funds included
Ramp Rate
 1 = < \$50 million assets under management or production the first year < \$250 million AUM or production in 3 years
 3 = \$200 million AUM or production the first year, \$750 million AUM or production in 3 years
 5 = > \$1 billion AUM or production in first year > \$4.5 billion AUM or production in 3 years

FIG. 14

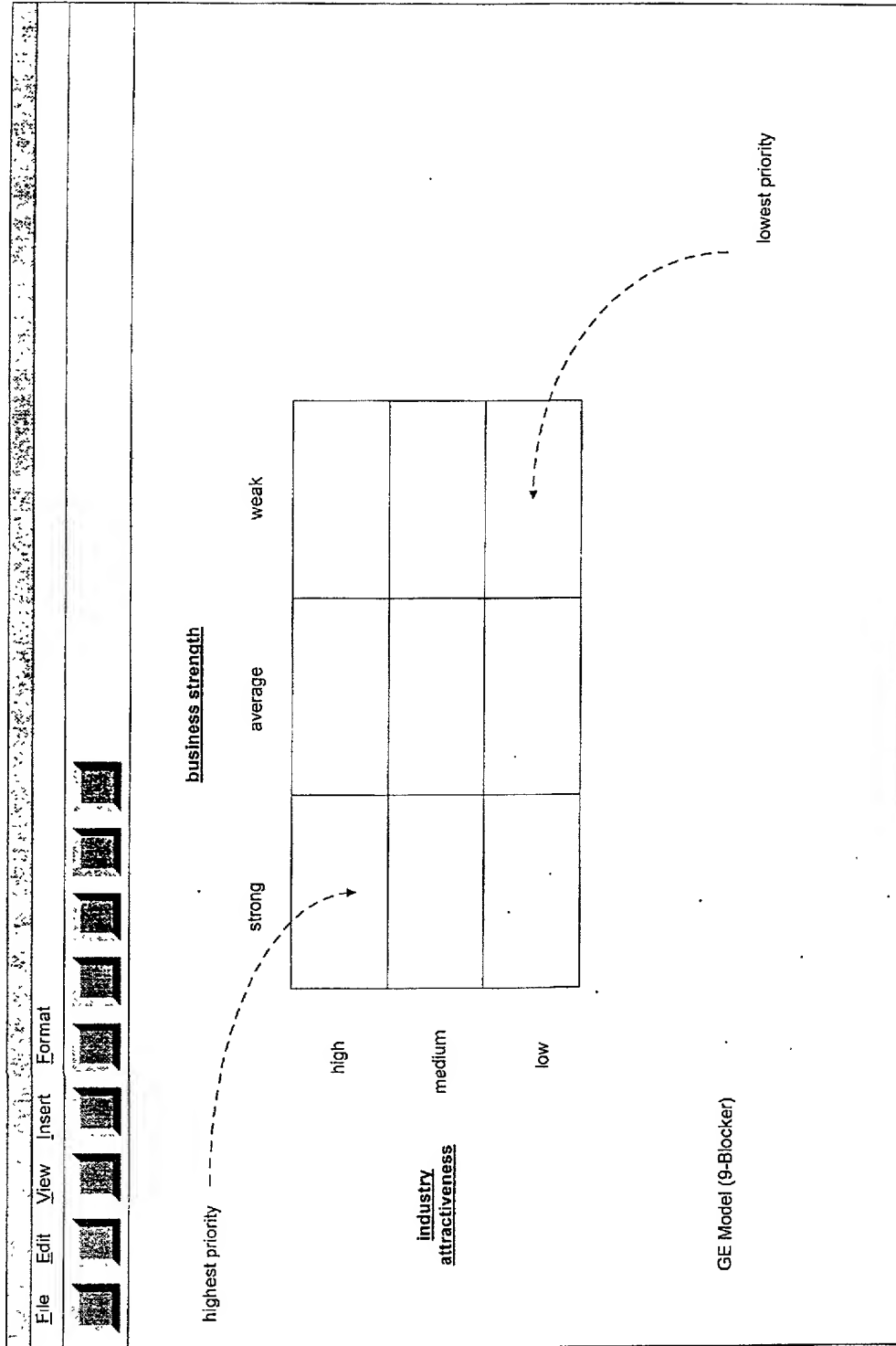


FIG. 15

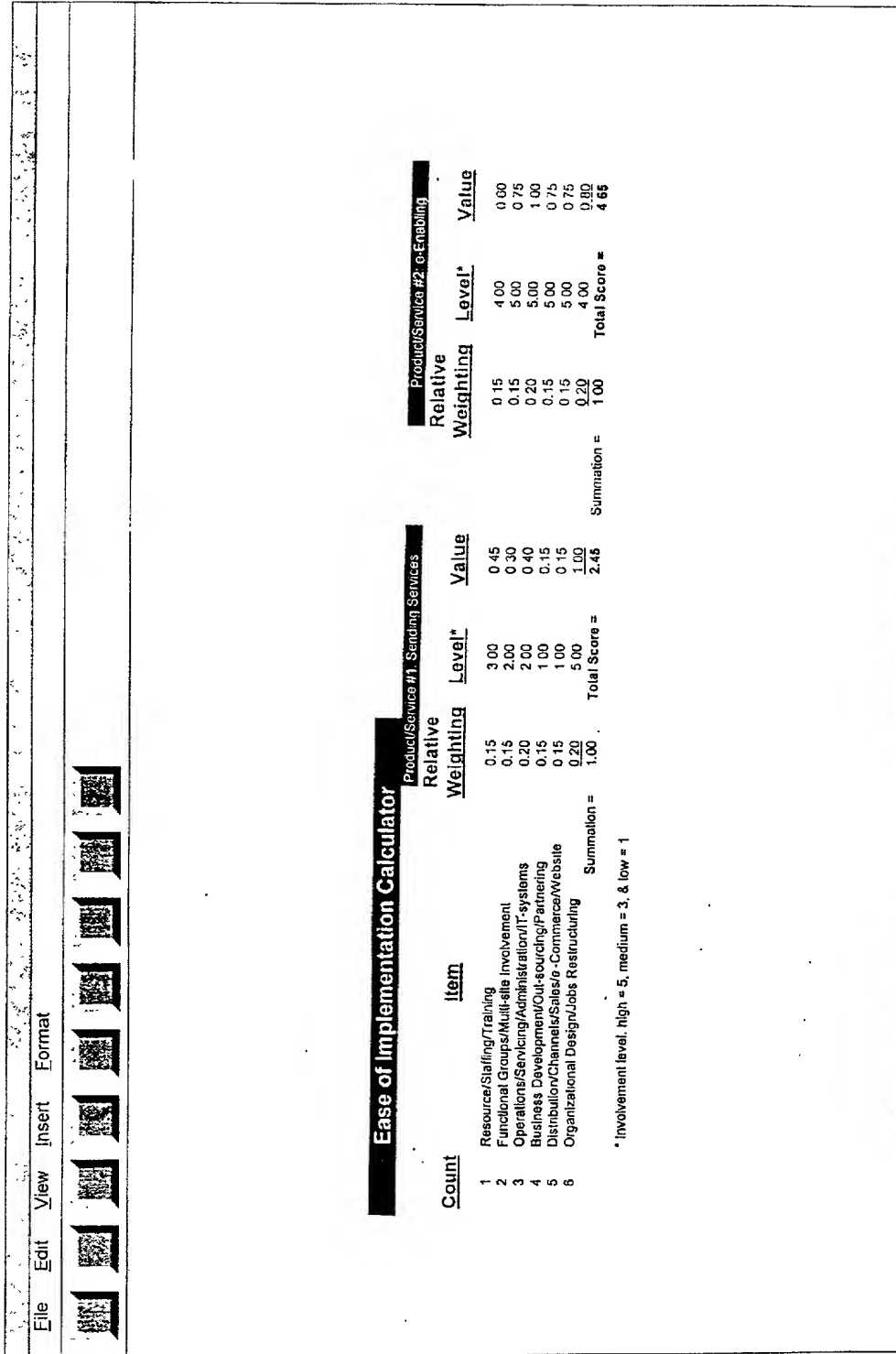


FIG. 16

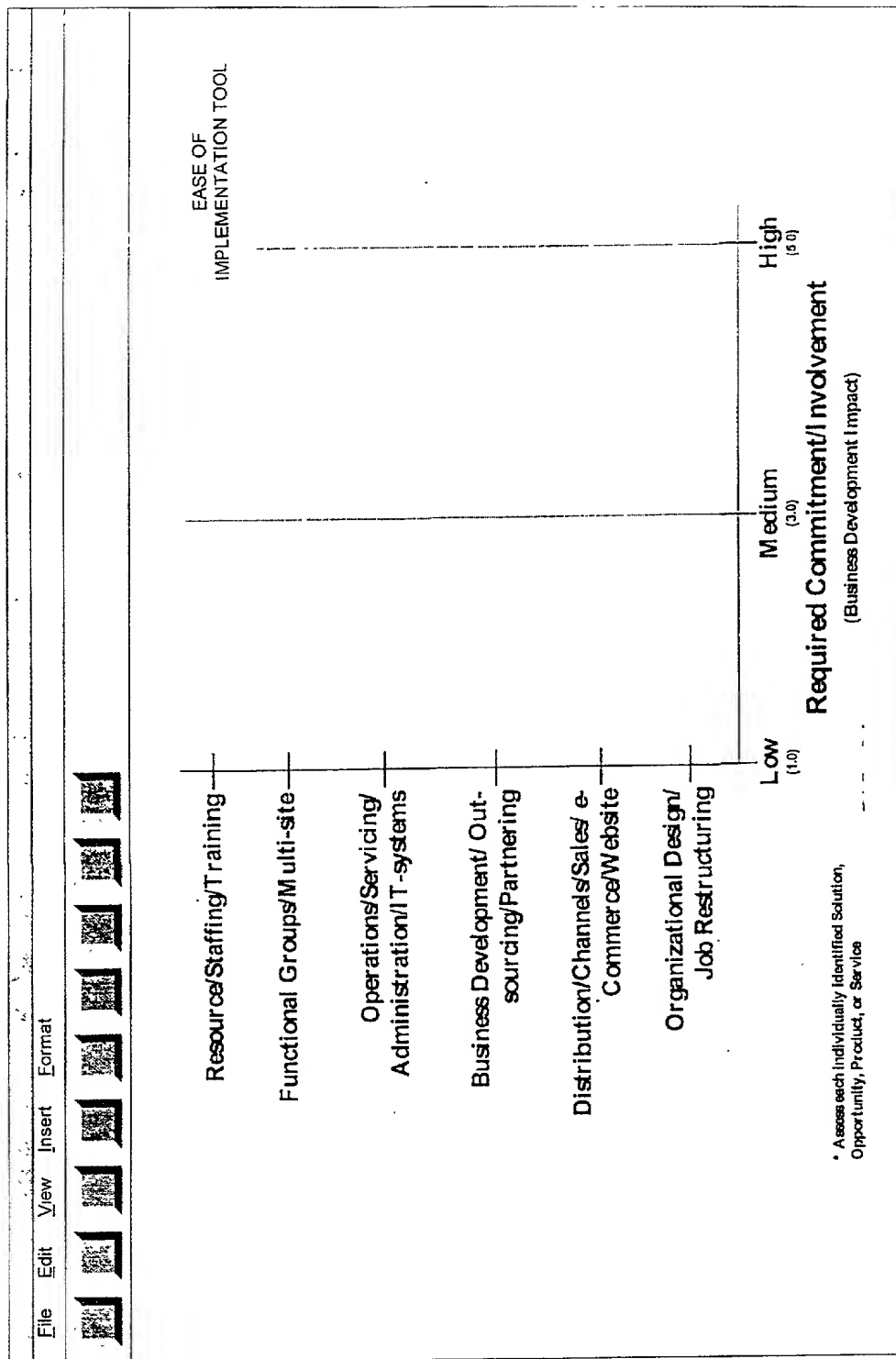


FIG. 17

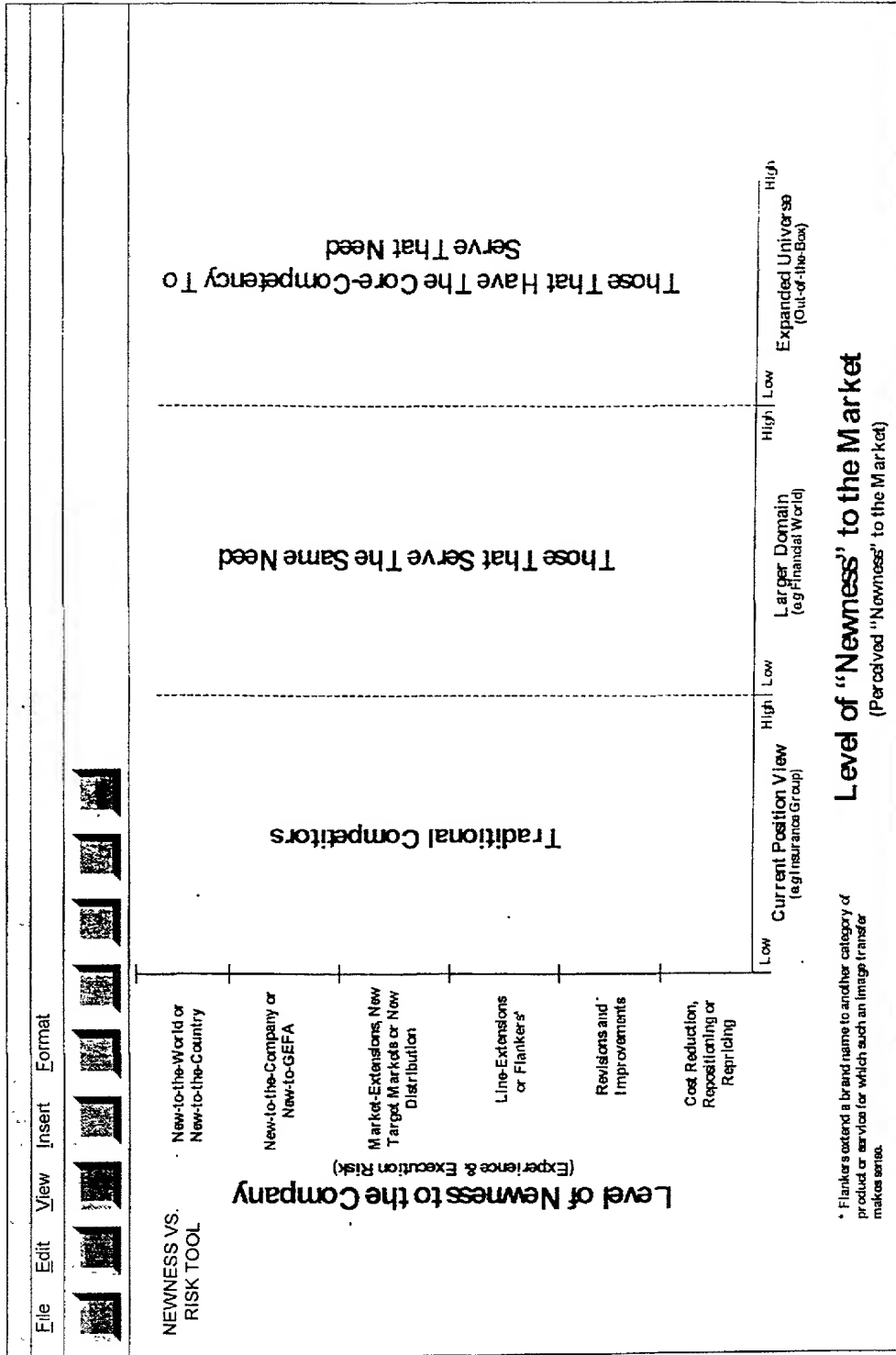


FIG. 18

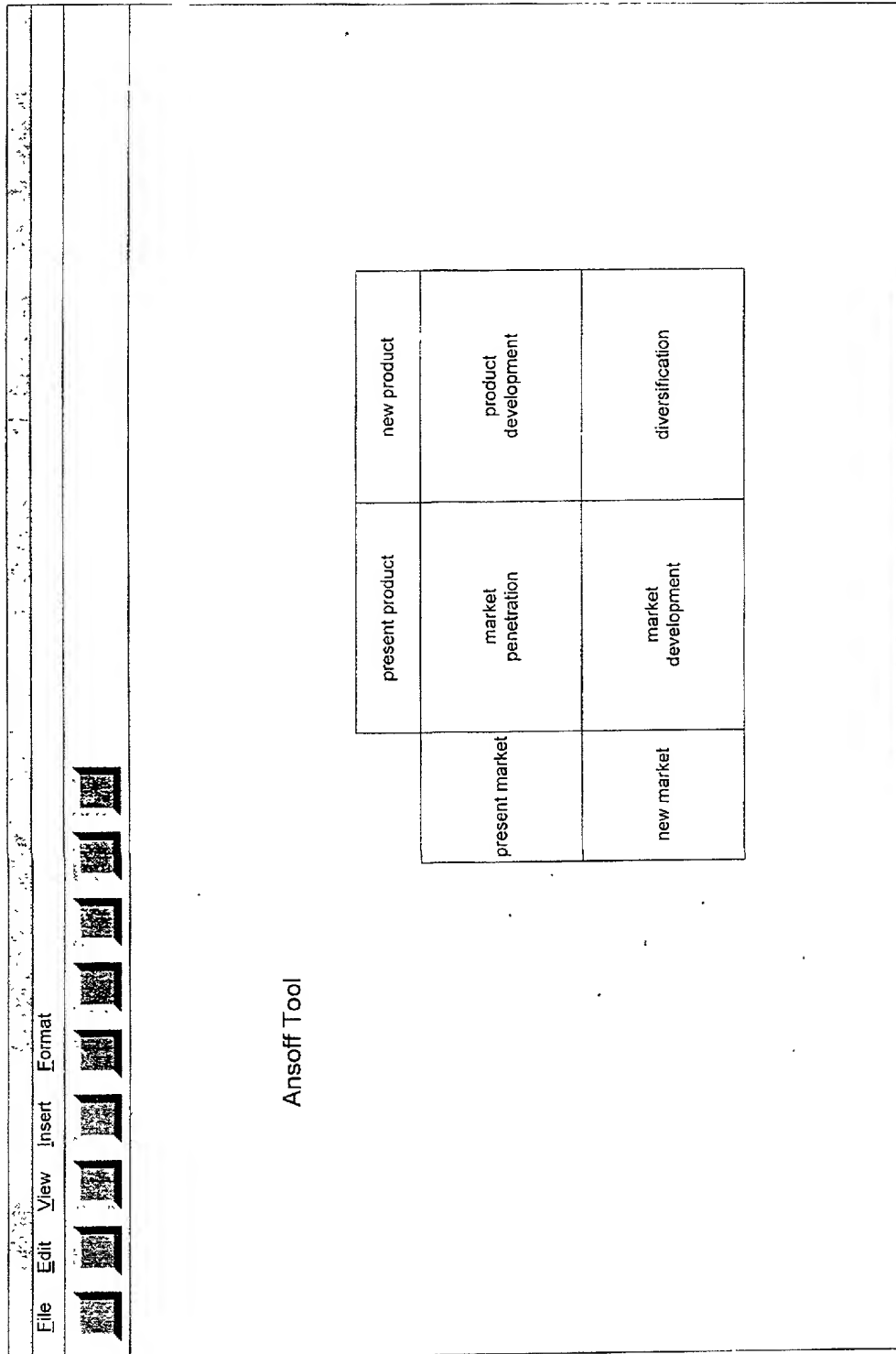


FIG. 19

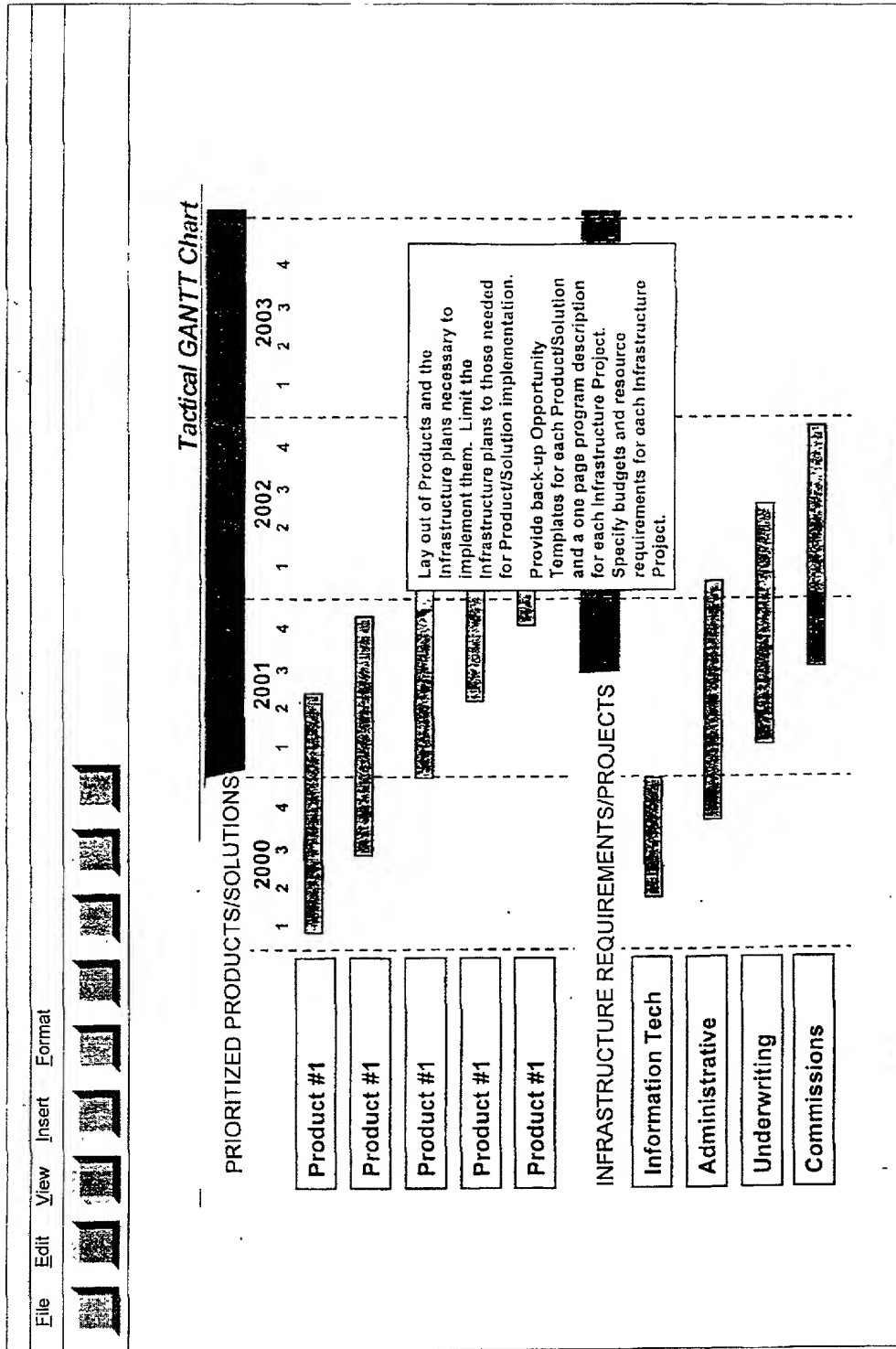


FIG. 20